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NORTH MACEDONIA MEDIA PROGRAM FACT SHEET

WHAT IS THE NORTH MACEDONIA MEDIA PROGRAM?

The North Macedonia Media Program is a \$2.7 million program to increase pluralism and transparency in the country's media market that supports the production of professional, fact-based, in-depth news reporting, and encouraging the use of balanced, entertaining, non-partisan TV content that analyzes and presents North Macedonia's issues of public concern. The program has three implementers: 360 Degrees (ongoing) and Telma TV's Top Theme- On Your Side (completed) and Art Project Lab's Family Markovski (completed).

WHAT HAS BEEN ACCOMPLISHED?

- **360 Degrees** has aired 222 shows to date, covering issues never before discussed in public fora, triggering serious reactions by public institutions and getting picked-up and disseminated by other domestic and regional media, receiving several important awards, including the prestige European Union's Investigative Journalism Annual Awards, where 360 Degrees' journalists won all three places.
- **Top Theme–On Your Side** aired over 220 shows and carried out fifteen telephone surveys. Over 80 representatives of civil society organizations were trained in citizen journalism; and town-hall debates on sensitive topics were organized and aired in Veles, Stip, Tetovo, Bitola, Prilep, Ohrid, Strumica, and Skopje.
- **Family Markovski** aired eight, 40-minute episodes that were presented on the national TV Kanal 5 as well as on social media. Each episode was seen by an average of 200,000 viewers. The project generated wide societal reaction and provoked meaningful debate, directly contributing to increased media pluralism and freedom of expression in North Macedonia.